

# Drama And The Picture Plays

with an estimated daily average attendance of 7,200,000. Between 15,000,000 and 20,000,000 people patronize the cinema theaters daily through the world.

Frank L. Dyer, president of one of the large film distributing companies, has prepared some interesting statistics about the industry. According to these statistics over \$20,000,000 was paid by exchanges to manufacturers, and more than \$25,000,000 by theaters to exchanges the past year. On the other hand, the public gave up \$275,000,000 to see the pictures. It is estimated that there is \$25,000,000 invested in manufacturers' plants in this country, \$50,000,000 in finished pictures and stock and \$120,000,000 in theaters. More than 200,000,000 feet of film was used last year, or 40,000 miles.

**Public Interest in Players**  
Another indication of the widespread interest in the movies is the fact that five magazines dealing exclusively with films and the people of the celluloid world are published. One magazine has a circulation of 260,000, although it has been in existence only three years. It prints monthly pictures of the best known players, interviews with them, and stories based on scenarios.

The casual patron who drops in a theater for a few minutes' diversion knows what he likes and lets it go at that, but the real fan knows the various makes of pictures, the players by their names and all their mannerisms. It is he who applauds when a new character, whose presence means nothing to the uninitiated, steps upon the screen.

**Some Famous Players**  
Of all the American picture players, perhaps the name of John Bunny is best known. And then there is Maurice Costello, one of the first of the film heroes; Ford Sterling, who is rapidly gaining popularity as a comedian; Florence Lawrence, G. M. ("Broncho Billy") Anderson, Mary Fuller, Mary Pickford, Edith Storey, Alice Joyce, Clara K. Young, Arthur Johnson, Crane Wilbur, Earle Williams, Remond Fielding, Tom Moore, Augustus Phillips, Lottie Briscoe, William Walker, Beverly Bayne, Mabel Normand, Blanche Sweet, Warren Kerrigan, Edwin August, James Cruze, Owen Moore, Muriel Ostiche, Pauline Bush, Vivian Rich and Florence La Badie. All these are names as familiar to the real reel enthusiast as the names of the greatest players on the stage.

The enthusiast knows, too, the process by which a film comes into being, from the chrysalis scenario to the palpitating reality on the screen; the names and trade marks of all the companies, and which excel in one kind of feature and which in another. Since each separate firm could not economically market its



Kelly's Kids at the Coliseum, Tuesday, March 3rd

product, they have grouped themselves into three groups, known as the Licensed, Universal and Mutual groups. Each group has its distributing agency through which its films are distributed to the exhibitors.

The present tendency is toward more expensive productions, and the result will be that the smaller one-reel houses will give way to larger theaters in which multiple reel pictures are shown.

**"Along Came Ruth"**  
What promises to be one of the most attractive plays of the season will be seen for the first time at the Coliseum tomorrow night, when Henry W. Savage presents "Along Came Ruth."

This play has been performed more than five hundred times in Paris and is still on view at the Theatre du Gymnase.

Since Holman Day was chosen to make the English adaptation of the piece it might be inferred that the locale of "Along Came Ruth" is New England, since Mr. Day's literary efforts—which include novels, short stories and poems—have all dealt with New England types, moving in surroundings native to them. The scene of the comedy is the little town of Oldport, Maine, and the people who enact its story are the Hubbards, the Bradfords, the Hitchcocks, and others of names that have been familiar and standard along the north Atlantic coast since the days of the Puritans. Ruth Ambrose, the heroine of the tale, is a charming young normal school graduate, who turns her back upon the profession of school teacher because she feels the urge of seeing with bigger problems than would be offered her in the primary grades and because she wishes to teach and be taught by adults instead of by children.

Through the somewhat and hurried-in-the-dust-of-tradition town of Oldport, Ruth trips her way until she arrives at the furniture "emporium" of Israel Putnam Hubbard. The state of the business does not justify the airing of a "store girl" but Ruth is confident, attractive and lucky. She gets the situation, and the transformation of the Hubbard

## NEW MUSIC

"I Wonder Where My Easy Rider's Gone"  
"You Were All I Had"  
"My Lady Jane"  
"Hesitation Con Amore Valse"  
"Just for Tonight"  
"I'm Saving All My Love for You"  
"Orange Blossom Time is June"  
"When We Were Running Wild"  
"The Ragtime Dream"  
"Ghost Dance"

15c per copy, or \$1.40 for all 10 postpaid

**Redewill Music Co.**

Pianos—Players  
Victrolas

224 W. Washington St.  
Phoenix



Margaret Hinton, in "Within the Law," appearing at the Elks, March 2nd.

to be shared by everybody but the girl herself, the town's magnate undertakes the role of deus ex machina and arranges matters so that the girl's happiness is assured.

The cast includes Irene Fenwick, who plays Ruth; Vivian Vessel, Joseph Kilgour, James Bradbury, F. J. McCarthy, Ethel Langdon, Louise Sydney, Mary Turner, Gordon, Frank B. Thomas, Edgar Nelson, Sol Aiken, John McKenna and others. The piece is staged by George Marlon.

**Mr. Frohman's New Pictures**

Daniel Frohman, managing director of the Famous Players' Film company, and Mme. Bertha Kalich, accompanied by her daughter Lillian, have arrived in New York from Cuba, where they went a month ago with a supporting company of thirty to produce Mme. Kalich's former stage success, "Marta of the Lowlands," and the romantic play, "The Pride of Jennico," in motion pictures for the Famous Players. Twenty of the players are still in Cuba, under the direction of J. Searle Dawley, completing some of the details incidental to these productions. Mr. Frohman stated that the scenes in Cuba provided a splendid environ-



L. B. Jacobs, at the Savoy

ment for the settings of both subjects, and asserted that every indication pointed toward the fact that they would develop into excellent films. The "Marta" pictures were taken in the Mantanzas country, Morro castle was used in some of the scenes in the latter production. The natives at first objected to the use of the old castle, fearing that the purpose of the film was to reproduce scenes purporting to be from the Spanish-American war, which they are trying to forget down there. When they learned that it was only a fictitious, romantic play, for which the scenes were intended, however, they withdrew all objections and showed great interest in the proceedings.

## WHAT IS HAPPENING HERE THIS WEEK

**THE ELKS'** will have one of the busiest weeks in its history and there will not be a dark night in that house this week. "Tonight the Spanish players will hold forth, and tomorrow night Miss Margaret Hinton will be seen in "Within the Law," the strongest play in recent years, and one which has scored a sensational success everywhere that it has been shown. While it is a crime play, and to a certain extent a white slave play, it is something quite different from the general run of that type that have become a menace and a nuisance. "Within the Law" will unquestionably prove one of the best attractions of the season, and one which no lover of the theater can afford to miss.

On Thursday and Friday nights the much-advertised and long-looked-forward-to production of "Christopher, Jr." will take place. It is safe to say that no amateur production, and few professional offerings, in recent years, has aroused the interest that this offering of the Country club has. It is a most ambitious production of a charming little comedy, and it will unquestionably draw great audiences and give a great deal of pleasure. The ladies and gentlemen who comprise the cast are Mrs. C. C. Stanley, Mrs. Herbert Burr Atha, Mrs. Clara Martin Stoddard, Miss Ruth Ainsworth, Judge Edward Kent, Messrs. Celora Martin Stoddard, Archibald R. Gatter, H. L. Allen, Stephen Jennings, James Dawson, Lester Byron and Irving de R. Miller.

**THE LION THEATRE**, the "Home of Mutual Movies," has for its program today one which is deserving of especial mention, comprising as it does four reels of the cream of the recent releases of that great amusement enterprise, the Mutual Film Corporation. The highlight of the bill is a two-reel Romance drama of the slums of New York, entitled "Giovanni's Gratitude." It is the story of an Italian boy who comes to the aid of the people who had befriended him at a critical moment in his life, and while rather melodramatic in its nature, draws a true-to-life picture of the teeming world of the great city's "Little Italy" in a manner which leaves nothing to be desired.

The Maestric offering is a drama entitled, "The Baby," featuring the pride of the Majestic studios, little Josephine Ashdown, who, by the way, enjoys the distinction of being the youngest swimmer and high diver on the Pacific coast, having been given a medal for proficiency in those lines when only two years old.

The close of the program is another of those "Up-and-at-them-boys, don't-give-up-the-ship," screaming, ripping, groundspelling, "cure-for-what-ails-you," "smile-that-won't-come-off" producing, Keystone Comedy Knockouts, entitled "Love and Dynamite," one of the best devised nonsense comedies recently released by this company. The inimitable Ford Sterling opens up a world of amusing situations when he visits

## LION THEATRE

SUNDAY MARCH FIRST

MONDAY AND TUESDAY, MARCH 2nd AND 3rd

### GIOVANNI'S GRATITUDE

A two-reel feature picture telling a story of a great city's Little Italy.

### THE BABY

Featuring little Josephine Ashdown in a well acted drama and sure to please.

### LOVE AND DYNAMITE

A Keystone comedy in which Ford Sterling pulls off some of his sure enough funny stuff.

## THE MUTUAL GIRL

This is the first reel of the Mutual Girl Series of 52 reels. Positively the greatest motion picture ever produced and will be shown every Monday and Tuesday for 52 weeks at the Lion Theater.

## Bernice Warren Egelston

Elocution, Dramatic Art, Vocal Development.  
Class and Private Lessons.

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## THE EMPRESS

is out for another bumper week with the Kelly-Rowe company as the bait for audiences—incidentally it may be stated that the bait is alluring. Tomorrow night "Dr. Dippy's Sanitarium" will be exposed to public view and the public will learn many things hitherto kept secret. The songs in this tabloid will be particularly attractive including the "Jump Man" rag, "Why Can't a Girl Be a Soldier," "What a Fool I'd Be," etc. In this offering Ray Duncan will do a black face specialty that is a wonder.

On Thursday night the bill will be changed to "A Day in Jayville," in which "A Good Little Devil," "I'm the Constable" and "He Is Off His Noodle" will be song features. The Manning girls will appear in a new specialty, and Miss Rowe will sing "Mother Machree."

**THE SAVOY THEATRE** will offer a teutonic tonic, "Mr. Schlitz of Milwaukee," and Mr. Jacobs says it will be just what the doctor ordered, for old Dr. Fritz Fields himself made up the prescription. That means that Miss Hazel Wainwright, Miss Simpson, Miss Estes, and all the male members of the organization will be kept busy, not to mention that little whirlwind, Miss Hazel Lake, who is scheduled to put on a specialty which will outdo anything she has yet offered. Anyone who has seen this very clever little woman work will want to be on hand to get a line on her new one. Miss Lake is really a wonder in her line.

For the first half of the week the second installment of Edison's "What Happened to Mary" will be shown. This feature series was begun last Monday and will be shown the first

## THE COLISEUM

has the most pretentious bill that it has offered this winter. The headline act comes direct from the Orpheum circuit and is nothing less than our old friend, Gus Edwards' "School-days." It is now billed as "Kelly's Kids in School-days," and it is unquestionably the best act of its kind on the boards today. In addition to this there will be "Lavine and Lavine" in a comedy, acrobatic and tumbling act and the usual run of pictures.

This afternoon there will be the regular matinee at three o'clock.

**HART'S WIGWAM** continues to please large audiences with its little tabloid dramas and vaudeville. The Hart Sisters take part in all of these little plays and there are no bigger drawing cards than these clever girls in the little theatres in town. "The Little Theatre around the corner," as the Hart boys refer to it, makes a bid for the best patronage and the success they have had in attracting it speaks for itself. It is always well filled and the audience is always well pleased.

The vaudeville bill will be all new this week with some very attractive song specialties and a fine run of licensed pictures.

**THE REGALE** program for today and tomorrow is a hammer. The feature is a three-reel 101-Bison spe-

cial, "The Raid of the Human Tigers," and is perhaps the most thrilling reel that yet has been shown in Phoenix.

The balance of the bill is made up of a split-reel Crystal Comedy. When you are shopping, drop into the little "white house" for a few minutes' rest and amusement and see if you are not well satisfied.

**THE LAMARA** feature for today and tomorrow will be Dion Boucicault's famous "The Octoroon," in three reels. The management of the Lamara wish to state that they consider this the best offering they have made this season, and bearing in mind the many splendid pictures that have been shown at this popular theatre, that should be sufficient recommendation for the film. But one need not depend upon the management's say-so, for this reel has been unusually highly commended by the press of the entire country. In fact, it is one of the most famous films before the country today.

The Pathe comedy, "Two Up a Tree," fills out the bill.

**THREE**  
Professor at Agricultural School—  
"What kinds of farming are there?"  
New Student—Extensive, intensive, and pretentious.—Indianapolis Star.

**UNCONSCIOUS SARCASM**  
Mother—"Helen, little girls must not talk all the time at the table."  
Helen—"When will I be old enough

## Harts' Wigwam Theatre

FIRST AVENUE

OPENING TODAY MATINEE AND NIGHT FOR TWO DAYS ONLY

## "Perils of The 'White Lights'"

A KALEM TWO-PART FEATURE

FEATURING

## Anna Nilsson

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ALL THE BEST IN FEATURE PICTURES

The Hart Orchestra Will Furnish  
Music Every Afternoon  
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ONLY EXCLUSIVE FEATURE PICTURES WILL SHOW IN THE FUTURE

Same Old Prices

## COLISEUM THEATRE

THIS WEEK

## "THE GREAT HENELLA"

featuring "ROSA," the singing head, and two other big acts.

10c and 20c